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**WE CLAIM:**

1. A method for managing display rights for transportation means, the method comprising the steps of:
  - a) acquiring said display rights for said transportation means
  - 5 from an operating company:
  - b) assigning said display rights to a client; and
  - c) distributing any compensation from said client for said display rights.
- 10 2. The method of claim 1, wherein acquiring said display rights further comprises the right to place a display on said transportation means.
3. The method of claim 1, wherein acquiring said display rights further comprises the right to place a title on said transportation means.
- 15 4. The method of claim 1, wherein said display rights may be viewed on a website.
5. The method of claim 1, wherein said display rights may be assigned by auction.
- 20 6. The method of claim 1, further comprising the steps of
  - a) receiving a travel itinerary from an operating company;
  - b) maintaining a website containing said travel itinerary; and
  - c) allowing client access to said travel itinerary to track said
  - 25 transportation means.

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7. The method of claim 1, further comprising the steps of:

- a) receiving consideration from a client who acquired said display rights; and
- b) distributing said consideration.